GLOBE Outreach

The GLOBE program is a partnership among the U.S. Federal Government, other countries, U.S. state and local governments, schools, and the private sector. Outreach activities can help promote local interest in and support for your school's GLOBE Program activities. This section includes outreach ideas, tips on writing a press release and working with the media and sample press releases and articles. These materials are intended to be a starting point. To achieve the best results, adapt them to your school and community. Also, encourage your students to develop their own outreach activities.

GLOBE School Outreach Ideas

- Hold a GLOBE Open House and invite local citizens (e.g. parents, school superintendents, city officials, other government officials, and environmental clubs) and the media to join students in making scientific measurements and observations. Allow the students to demonstrate how they report the data via the Internet. Discuss the online, graphic visualizations of the GLOBE student data and let the students explain how their work contributed to the image and to their understanding of the Earth's environment. See *Working with the Media* in this section.
- Schedule a school assembly or PTA meeting to recognize the GLOBE teacher and students. Students can make presentations of their data and talk about what they have learned.
- Help the students organize a GLOBE "Speakers Bureau" and seek opportunities to address local business and civic organizations. Students can demonstrate what they are learning about both the environment and technology. This is important to help meet the GLOBE goal of improving environmental awareness.
- Invite professionals in the environmental, science, and technology fields to meet with GLOBE students. This will help the students to see the value of their work beyond the classroom while also helping these professionals learn more about GLOBE.
- Have GLOBE students submit articles and photographs to the local newspaper. The local newspaper may want to feature GLOBE student observations regularly on their education or "kids" pages. Local television stations may be interested in including GLOBE data in their nightly weather reports or science and education features.
- Show the GLOBE video to small groups to help provide the overview of the program or let your students make their own GLOBE video or slide show.

Working With The Media

If you are contacted by the media or decide to seek media coverage of your GLOBE Program activities, the following hints may be helpful. Your local government or school public affairs office also might offer guidance.

Developing Your Message and Knowing Your Subject Matter

Take some time to decide exactly what it is you want the media to say about your GLOBE Program activities. Are you looking for coverage of a particular event, such as a GLOBE Open House, or are you hoping for a general feature story on the school activities? See *Writing a GLOBE News Release* and be sure to check the updated GLOBE Program information at http://www.globe.gov so that you can provide accurate answers to questions such as, "How many schools and how many countries are involved?" Also, if you are uncertain about any aspect of the program, send an email message to: info@globe.gov and you will receive a prompt response.

Invitations

You may choose to invite just one local paper or television station to visit your school at a particular time, or you can hold an event to which you invite all local media. The single invitation is easier to conduct and reporters and editors are more likely to be attracted to an "Exclusive." Multiple invitations require more preparation and

work in carrying out, but can produce wider coverage of your GLOBE Program activities. Including dignitaries with the students may broaden media interest, yet students are "the story." The choice of a single or multiple invitation well may depend on how much interest your news media has in GLOBE when you approach them.

Establishing Key Media Contacts

If you, your principal, or a GLOBE parent knows someone in a news organization, contact that individual first. If you don't have an inside contact, call the switchboard and ask for the name of reporters who cover environment, science, or education issues. Spend a few minutes on the phone explaining GLOBE and indicate that you will be sending additional materials or, if you are planning a special event, a press release. Captivate their interest so that they will want to accept an invitation to visit your students. If they seem disinterested or rushed, try again after a few weeks or, better yet, ask if there is someone else in the office they would suggest to contact.

Timing Your Contacts

Reporters need at least one week advance notice for special events, preferably two weeks. Follow up your press release with a phone call. Don't be afraid to call the day before to confirm attendance.

Planning Your Event

To ensure good turn-out, time your event to begin no earlier than 10:00 a.m. Make sure there is plenty of open space for cameras and microphones. Check with the news organizations ahead of time to see if they need access to electrical outlets or have other special needs. When a reporter arrives for an event, make sure someone is responsible for greeting the reporter and introducing the reporter to the principal, the GLOBE teacher, students, and any VIPs in attendance. Prepare a press package for each reporter with another copy of the press release, print-outs of GLOBE visualizations, a copy of the event agenda, and any other materials which help describe your GLOBE Program.

Follow-up

After a media visit to your GLOBE school, call the news organization to make sure they have all the information they need. If there are significant inaccuracies in the story, you should politely notify the news organization of the errors.

Figure IMP-I-15: A Sample Newspaper Story on GLOBE

Students collect data for GLOBE program

By MARY BARKER
Chronicle staff writer

GRAND HAVEN

An elementary science program in Grand Haven Schools not only teaches students valuable research methods, it also has them providing science data being used around the world by scientists studying the environment.

Griffin Elementary sixth-grade science teacher Roberta Cramer was the first to put her students to work measuring longitude, latitude and elevation with a Global Positioning System device, which uses relays from satellites in orbit above the earth.

The Global Learning and Observations to Benefit the Environment program, or GLOBE, is a hands-on project where students work under the guidance of GLOBE-trained teachers to make environmental observations and measurements and report them to a central processing facility.

Cramer's students record minimum, maximum and average daily temperatures 11 a.m. each day. The students also take note of the cloud cover and precipitation at that time. Water temperatures and acidity also are analyzed. The information is then sent through the Internet information highway to educators and scientists all over the world who are studying the environment.

Global images generated from the data are sent back to students for study.

Cramer said scientists for years have been retrieving information about the environment from satellite photographs. The data being collected by students around the world is being used as a way to verify the accuracy of the satellite images.

The Global Learning and Observations to Benefit the Environment program, or GLOBE, is a hands-on project where students work under the guidance of GLOBE-trained teachers to make environmental observations and measurements.

"The bottom line is students are learning science research, which is basically simple. It's a matter of accuracy and collecting data over a long period of time," Cramer said.

"This is a hands-on activity with far-reaching implications for scientists all over the world," Cramer said. "It isn't often that kids are doing science that will be used by other scientists. That is what makes this program unique."

Before they could get down to the business of collecting information and sending it around the globe, students at Griffin Elementary spent a lot of time choosing a research site to locate the weather station built and donated by Rick Fuller, a Griffin Elementary parent.

Science methodology was introduced while choos ing the site with a grid system approach to rating po tential locations based on a variety of criteria.

"They were asked to document their method o choosing a site and to reflect in writing on how an why the chose the site," Cramer said.

In the fall, while waiting for the measuring equip ment to arrive, students learned about cloud cove and maintained a science journal. Accuracy in re cording observations was stressed, Cramer said.

The special Global Positioning System device wil travel to Rosy Mound, Ferry, Central, Robinson an Peach Plains elementaries as well as the Junior Hig School and Community Education, where student will collect similar information and send it off to sci entists.

Students at various elementary levels will partici pate. For example, second-graders can measure ai temperatures and fifth-graders can sample loca plant and animal life; first-graders will record clou cover and sixth-graders will analyze water quality.

From there the device will be sent to another dis trict until next year when Grand Haven students wil repeat their effort at being part of the global picture

GLOBE is managed by a team of agencies heade by the National Oceanic and Atmospheric Adminis tration. Other agencies are: the National Aeronautic and Space Administration, the National Scienc Foundation, the Environmental Protection Agenc and the Departments of Education and State.

The leadership also includes the Office on Envi ronmental Policy and the Office of Science an Technology Policy in the President's Executive Of fice.

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Figure IMP-I-16: A Sample Newspaper Story on GLOBE

Project spurs student growth

By Edward Patenaude
Telegram & Gazette Staff

DUDLEY — A hands-on program that joins students, educators, and scientists in studying the global environment is a big hit with ninth-graders at Shepherd Hill Regional High School.

"I call it real science," says lead teacher Anthony R. Surozenski. "We've made a three-year commitment."

The science department at the district high school is providing day-by-day weather and related information for scientists affiliated with Global Learning and Observations to Benefit the Environment in Boulder, Co.

While students in Surozenski's ninth-grade science class are doing most of the work, checking information at a weather station, a soil moisture reading site, and a hydrology location, the program is open to the community. "We could use some help on weekends and during vacations," Surozenski says.

The weather and soil stations are on the Shepherd Hill campus, and water readings are made near a culvert connecting Mosquito and Wallace ponds on Dudley-Oxford Road, about a mile from the school.

'WE'RE NOT ALONE'

"It does not take very long to learn what has to be done nor does it take long to do the actual recording of data," said Surozenski, calling for assistance because readings must be taken between 11 a.m. and noon every day of the year.

"We've been working with this program since April," Surozenski said. "We're not alone. There are 1,600 (schools) in the United States and other countries gathering information so scientists can get a better understanding of the environment."

Edward Fox, 14, measures the height of a tree outside Shepherd Hill with a clinometer.

Students in last year's freshman science class walked the hilltop campus, identifying areas that might be used for ongoing weather and moisture readings and biometrics, the statistical study of biological data.

Information is forwarded via the Internet to Boulder, where it can be accessed by research scientists. Shepherd Hill readings are fixed to a 15-kilometer square that covers a region from Webster Lake westerly to the Quinebaug River, and includes most of the ponds, and a lot of woodlands and open areas in Dudley. The information is matched to reports from other schools and locations by the 100 scientists participating in the program. It is anticipated that data will improve understanding of the earth.

Students have established a land cover site near a corner of the Dudley-Oxford Road school. They recently checked tree leaf growth above a given section to determine the amount of sunlight that reaches the ground. The tests will record plant growth through the four seasons.

The Shepherd Hill program has been mostly outside to date, but it will become an in-class activity as the weather turns cold, Surozenski said. While important and part of the process, field readings will be limited. "We'll be into the computer end of it when we can't get outside."

The program has been well accepted by the school's science classes, Surozenski says. There's a sense of accomplishment, the knowledge by students that activities will improve understanding of the planet. There's generally interesting information to share, according to Surozenski. For example, more than 3 inches of rain fell Oct. 21, and tests of water quality in the town ponds has generally been within acceptable pH levels.

Although a ninth-grade study, the volunteer aspect of the study is open to anyone in the community. There were a few gaps in the summer 1995 readings, but scout groups and others came to the fore, Surozenski said.

Debra Warms and her two sons, Christopher, a fifth-grader, and Jonathan, a fourth-grader, assumed responsibility for readings through the second week in July. Her husband, Kurt, is the leader of a Cub Scout pack just getting reorganized and Surozenski sought help, Debra Warms said. "He ended up with us," she said. "We enjoyed going up there."

'HANDS-ON APPROACH'

Surozenski and about 20 students were in a wooded section behind the school yesterday afternoon. The ninth-graders, mostly from the Charlton side of the two-town district, said the Globe science project offers a hands-on approach to science.

"It is a lot of fun because the information can be used in so many great ways," Tony Almeida said.

Enthusiasm for the project has brought Almeida to school on weekends, Surozenski said. Almeida and his parents, Sandra and Joseph A. Jr., are among the volunteers who visit the Dudley-Oxford Road campus when the school is closed.

Science is interesting but the outdoor sessions add a dimension to the school day, Jessica Beesley said. Zoe Ferris offered a similar note. Besides this, good grades are likely, she predicted.

"It's hands-on experience, not like sitting in a classroom," Andrea Bardier said while drawing measurements on a form.

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Writing a GLOBE News Release

Five points are important to a good news release: Who, What, When, Where and Why. If possible, a sixth, How, should be included. It is important to get all these points in the first sentence or two. Use short words and write short sentences and short paragraphs. Two sentences make a good paragraph in a news release. Almost every news release can be written on one or two typewritten pages.

Remember

- Always give exact date, time, and location of your event, including the location for media parking and specific entrance information.
- Provide at least a two- or three-sentence description of the overall GLOBE Program, including information on the number of schools and countries involved.
  (Check the GLOBE Home Page at http://www.globe.gov for up-to-date information.)
- Check every point of your release for accuracy. Never guess on dates, times, places, or spelling of names.
- Put school contact person and phone number at the top corner of the release, and print the release on school letterhead.

Figure IMP-I-17: A Sample Press Release

Sample Press Release

(Contact Name/#/School)

LOCAL STUDENTS ASSIST WORLD SCIENTISTS COLLECT ENVIRONMENTAL DATA

Students at **(NAME OF SCHOOL)** are joining an international network of young people taking scientific measurements of Earth systems and sharing their observations with other students and scientists around the world using state-of-the-art technology systems.

(NAME OF SCHOOL) is joining the Global Learning and Observations to Benefit the Environment (GLOBE) Program, an international environmental science and education partnership. GLOBE students are contributing to a better understanding of the planet by making regular environmental observations at thousands of locations around the world and sharing their information via the Internet.

(Teacher's Name) attended a workshop with GLOBE scientists and educators for instruction on the measurement procedures and the GLOBE computer technology system.

(INSERT GLOBE TEACHER QUOTE)

Students will select a study site near the school where they will take regular measurements of various atmospheric, hydrological, biological, and geological features. The students will then send their findings via the Internet to a GLOBE data processing facility. Their data will be combined with input from other GLOBE schools around the world and with other science sources, such as satellite imagery, to create dynamic, online images of the Earth. The GLOBE student data is available to the general public on the World Wide Web at http://www.globe.gov.

The GLOBE Program is jointly funded and coordinated by the National Oceanic and Atmospheric Administration, the National Aeronautics and Space Administration, the National Science Foundation, the Environmental Protection Agency, and the U.S. Departments of State and Education. **(Insert: Local support for GLOBE activities is being provided by ...)**

For more information, contact **(Insert GLOBE Teacher Name and phone number)**